



AMENDMENTS

Please amend the Specification as follows:

1- On page 3, please substitute the following for the first paragraph:

The instant invention relates to an automatically retracting cardholder or accessory holder which, when worn, retains and automatically reestablishes the desired orientation of the card or accessory to user. This is accomplished by using a longitudinally flexible tape with lateral stiffness and some ability to be twisted about the long axis, but with a return memory such that the passive orientation of the face of the card to the tape and housing face is ~~[[maintianed]]~~ maintained. Alternatively, a longitudinally flexible cord may be used, with a non-circular cross-sectional geometry having a long and short axis and lateral stiffness. The tape (or cord) passes through an orifice in the housing that geometrically corresponds to the shape of the tape, thereby obviating the tape from passively rotating about its long axis, or, due to the inherent memory of the long axis rotation of the tape, automatically reestablishing the desired orientation of the tape rotation if the tape is twisted by the user. The means for attaching the card or other accessory to the tape is such that the orientation of the accessory to the tape is fixed. Thus, the orientation of the card or accessory to the housing, and consequently the user wearing the housing, is fixed thereby.

2- On page 5, please substitute the following for the first paragraph:

Referring to the drawings, Figure 1 shows a self-orienting, retractable cardholder with a housing (10) having an openable top (11), a bottom (12) and a side (13). The side (13) has a slot (14), running from the top (11) toward the bottom (12), for receiving a flexible tape (15). The slot (14) can be four-sided as shown in Figure 1, or three-side and open at the top to allow easy assembly of the tape (15) as shown in Figure 2. The housing (10) has a circular cavity (16) with a central stem (17) which has a threaded vertical core (19) adapted to receive a screw (18) which passes through the top (11) and serves to fasten the top and bottom of the

housing. The housing is designed to accept a circular spool (20) with a hollow core (21) and a circumferential track (22). The tape (15) is substantially rectangular when viewed in cross section. The broader sides of the tape are referred to herein as the face of the tape and the narrower sides as the edge. A first end of the tape (15) firmly attaches to the spool track, spools about the spool (20) and passes through the housing slot (14). The hollow core (21) is adapted to receive a coiled spring (30). The inner end (31) of the spring (30) is attached to a vertical receiving groove ~~[[32]]~~ 39 on the outer side of the threaded stem (17). The outer end (32) of the spring is attached to a second vertical receiving groove (33) on the inner side of the spool (20). Thus, when the tape (15) is withdrawn from the assembled housing (10) the spring (30) loads and automatically retracts the tape (15) onto the spool (20) when the tape is released. Many other means for attaching the spring (30) to the housing (10) (e.g. passing the spring through the spool and attaching it to the track) and spool (20) (e.g., passing the spring through the stem and wrapping it around the stem) are commonly known in the art and are hereby incorporated herein. The outer end (40) of the tape (15) is thickened to act as a limiting stop at the slot (14) of the housing (10) during the retraction of the tape (15). The outer end (40) is also fitted with a means for holding an accessory or card (42). In an embodiment, the means for holding a card serves as the stop (as shown). Commonly, the means for holding an accessory is a strip of plastic or metal (42) which can be folded upon itself and has a snap (43) for creating an openable loop. The strip (42) may be firmly attached to the tape (15) as shown in Figure 1. Alternatively, it can be pinned to the tape at a single point, in which case the strip (42) might be free to rotate about the pin, but would still maintain the orientation of the face of the card to the face of the tape. It is an essential feature of the invention however, that the means for holding an accessory is attached such that it does not freely turn about the long axis (41) of the tape.